

4/30/91

PHILIP MORRIS INVENTORY MONITOR

DAYS SUPPLY

	JUL 1990	AUG 1990	SEP 1990	OCT 1990	NOV 1990	DEC 1990	JAN 1991	FEB 1991	MAR 1991
TOT INDUSTRY	9.90	10.22	12.47	13.65	17.07	18.12	11.98	8.85	14.71
PHILIP MORRIS	9.88	10.37	15.17	15.07	17.81	19.61	11.25	7.60	15.21
PM W/O BUCKS	9.87	10.37	15.01	14.81	17.74	19.51	11.22	7.57	15.22
R. J. REYNOLDS	5.67	8.36	8.06	10.66	11.77	9.64	6.37	6.46	11.83
BROWN & WILLIAMSON	32.49	15.11	17.62	18.17	28.73	34.87	27.36	17.28	18.82
LORILLARD	6.69	10.19	10.84	12.91	17.85	21.51	17.19	11.10	16.07
AMERICAN BRANDS	7.35	10.57	11.66	14.20	18.01	16.80	9.88	9.46	14.98
LIGGETT GROUP	7.44	8.87	7.89	8.98	13.51	12.53	10.85	10.00	13.93
TOT MARLBORO	7.94	8.69	13.31	12.67	16.18	18.33	9.36	5.65	13.89
TOT WINSTON	4.95	7.35	6.87	9.39	9.89	8.09	4.99	5.30	10.49
TOT SALEM	5.45	7.93	7.44	9.61	10.35	8.19	5.35	5.42	9.98
TOT KOOL	38.83	14.17	19.10	17.87	31.81	39.46	30.23	17.94	18.09
TOT MERIT	10.55	11.87	15.29	15.84	21.92	25.20	15.05	9.84	16.27
TOT DORAL	5.57	7.65	6.77	8.57	8.73	7.44	6.20	6.48	10.45
TOT V. SLIMS	13.48	12.52	18.63	17.61	18.85	22.30	13.42	8.80	15.64
TOT MEMPHIS	5.39	9.43	10.00	11.93	15.93	19.97	14.75	8.99	14.60
TOT B + H	14.00	11.67	20.88	18.80	19.14	21.26	12.60	7.80	14.86
TOT CAMEL	5.23	9.03	8.05	12.18	17.29	13.42	6.87	7.12	15.87
TOT VANTAGE	6.19	9.46	8.33	10.30	10.68	9.90	6.80	6.99	11.28
TOT CAMBRIDGE	8.53	10.46	12.73	14.27	15.63	17.88	10.92	8.18	13.85
TOT KENT	6.78	9.13	10.55	12.92	19.14	22.59	19.94	13.23	17.26
TOT GENERIC (LIG)	5.67	6.37	5.95	4.92	7.64	7.45	8.17	6.85	4.95
TOT CARLTON	7.09	10.68	11.51	14.27	18.23	16.12	8.11	7.84	13.99
VICEROY	31.55	13.55	18.24	18.99	27.45	31.19	24.81	14.44	16.46
TOT NOW	6.27	9.62	8.51	10.90	12.50	9.82	6.69	7.11	11.87
TOT MORE	9.19	11.52	11.61	16.23	16.50	12.53	8.38	8.13	19.09
TOT TRUE	7.58	10.20	10.68	12.57	19.95	21.80	19.96	13.35	16.94
TOT PALL MALL	5.04	8.22	9.21	11.27	14.77	13.79	7.63	6.58	12.37
TOT ALPINE	11.74	16.83	20.08	22.41	25.94	28.50	21.10	12.97	17.16
TOT NEXT	6.01	5.90	3.49	0.00	1.96	3.42	1.63	1.90	0.19
TOT PARLIAMENT	10.36	9.65	13.26	12.47	13.35	13.30	9.11	6.29	10.77
TOT SARATOGA	17.30	20.26	35.10	35.26	35.09	35.40	26.51	18.46	30.40
PLAYERS	27.65	28.15	31.03	33.03	39.75	46.49	40.47	33.31	35.84
TOT PM PRICE VALUE	12.73	14.38	17.31	20.94	20.52	19.02	14.49	13.04	19.32
TOT PV PV W/O BUCKS	12.72	14.41	16.00	19.20	20.18	18.18	14.49	13.32	19.76
TOT PM FULL MARGIN	9.47	9.82	14.87	14.21	17.40	19.70	10.74	6.68	14.50

If these figures are correct, what are the other mkt's - 3mm? why the change - significant? it remain constant

NOTE: DEC 1990, JAN 1991, FEB 1991 AND MAR 1991 ONLY ARE GMM FIGURES
NOTE: SYSTEM INCLUDES CHECKS ON PM COMPANY TOTALS BY ACCOUNT

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